

Data Drivers

Machine Learning for the Car Industry



The Team



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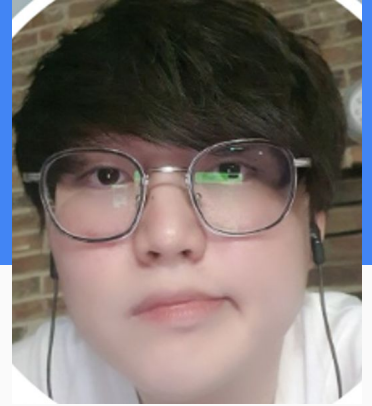
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**Goal: To Educate &
Create a User Friendly
Experience for the Used
Car Buyer and Seller**

The problem

- There are many sites that provide car appraisals but they lack a user friendly experience
- This can
 - Stress out user
 - Create lack of buying and selling
 - Makes process longer

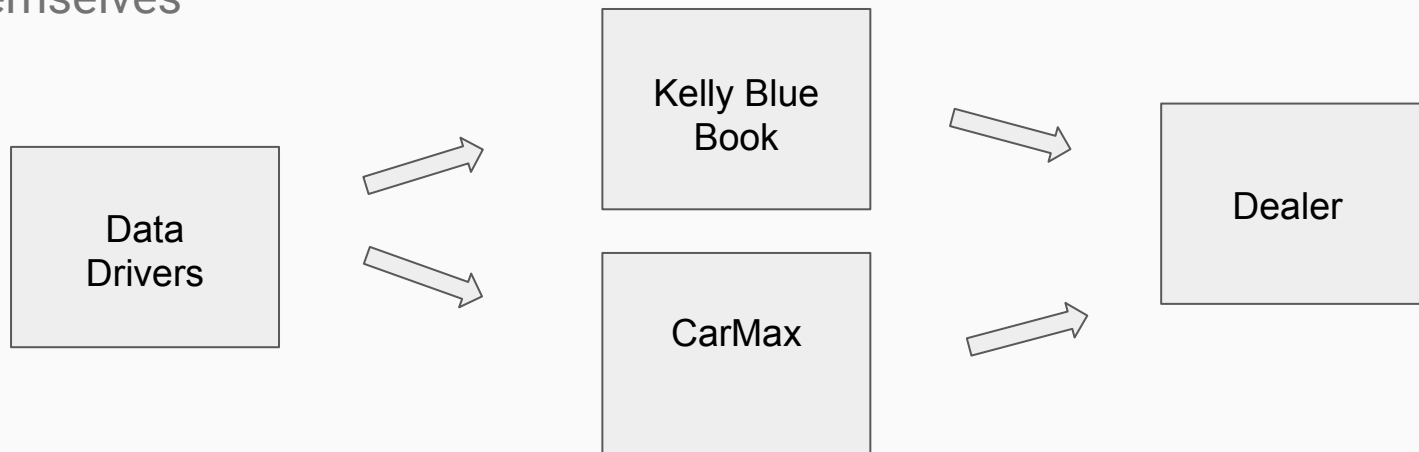
What we do different?

We don't want to rival the other appraisal sights

We want to help them!

What we do different?

Our goal is to be the first stop for a used car buyers or sellers to educate themselves



A close-up photograph of a person's hand, wearing a dark sleeve, pointing with their index finger at a document. A pen lies on the document nearby. The background is blurred, showing some bokeh lights.

The solution

A user-friendly platform
where the user can easily
filter and prepare
themselves for the used
car market

Our Platform: Driver 2.0

An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with lights. The Empire State Building is prominent in the center, with its spire reaching towards the sky. The Hudson River is visible in the background, and the city lights reflect on the water.

Driver 2.0

- Immersive experience powered by Tableau
- Key Filters that let the user choose what kind of car to look at
- Uses similar cars to help give the user an idea of what's on the market
- Helps the user take control and understand what they are looking for
- Also a machine learning component that can predict the used car price

How the Model Predicts

Uses a XGBoost, K-Nearest Neighbors Ensemble Approach



Car
History

Car
Specs

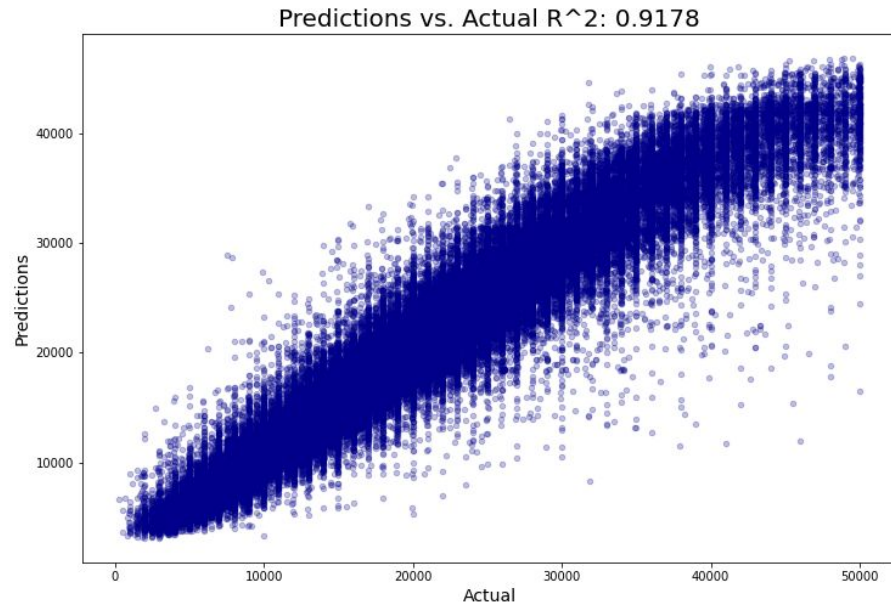
Car
Hardware

Model Accuracy

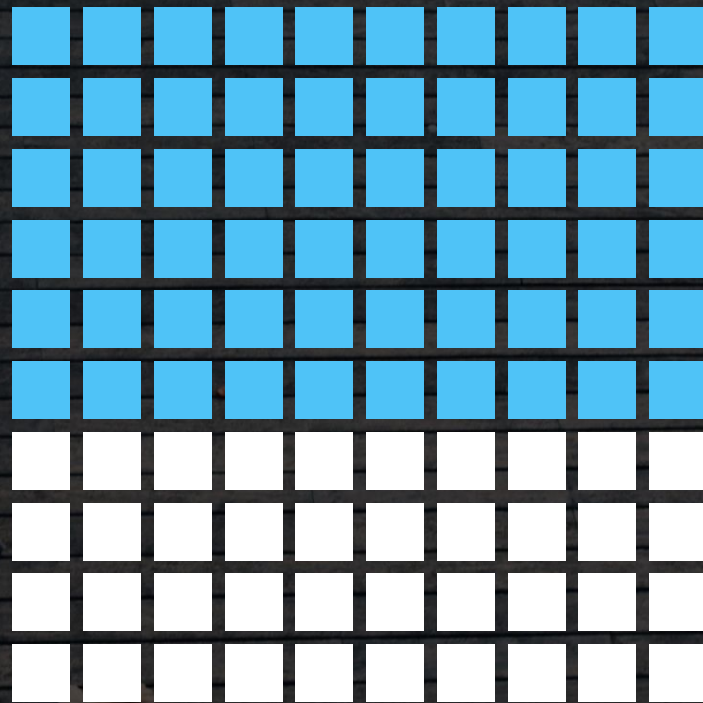
Mean Absolute Error: \$2,015

Mean Absolute Percentage Error: 11.8%

Model Accuracy

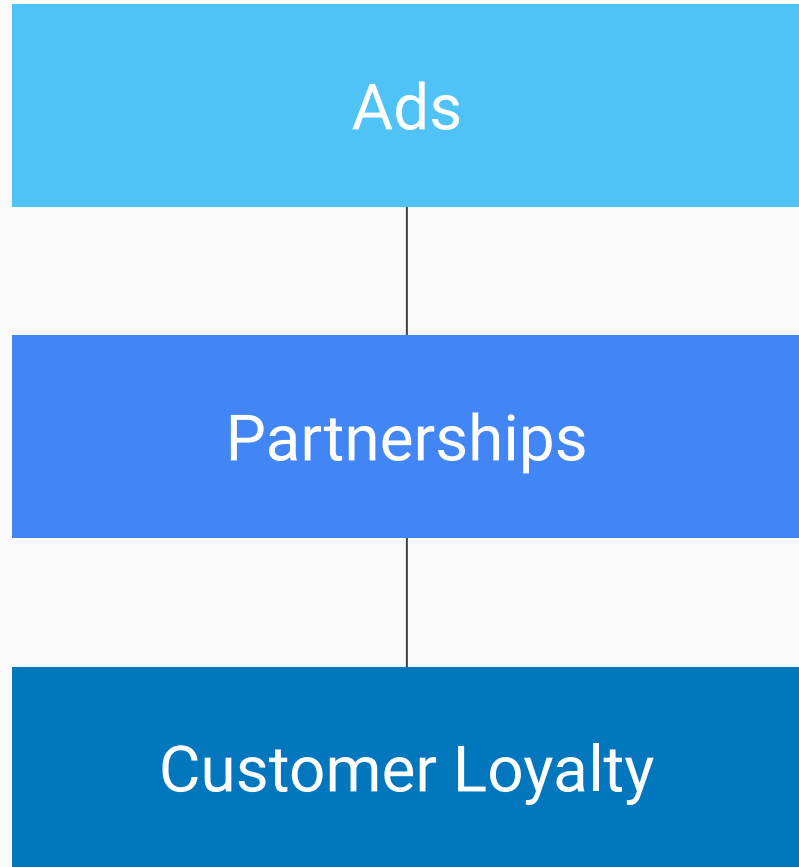


Let's Try Out the
Prototype



Revenue model

- Our Website will support advertisements
- We will gain partnerships with pricing websites as well as dealerships
- We will lean heavily on customer loyalty, as we help customers we hope they will use our services everytime they buy or sell a used car



Overview

- There is a lack of user friendly experience in the used car space
- We hope to educate and create this user friendly experience through our platform
- Driver 2.0, contains a Tableau Dashboard giving the user the ability to easily research on their own as well as a pricing model that uses machine learning

Future Additions

- Creating a section that only looks at classic cars (20+ years)
 - Need more data on classic cars
- Creating a section that looks at luxury used vehicles (>\$50,000)
 - Need more data on cars with price greater than \$50,000

Investors

We want to put the user in the driver's seat with the Driver 2.0 and could use your help too!

Invest Today!